

# Introduction

## **The Libraries of Washington State Brand Awareness and Marketing Program**



# Goals

- Increase public knowledge of services available through libraries.
- Increase visits to library either physically or electronically.
- Increase knowledge of library services among people who have not traditionally used libraries.
- Increase use of library services among people who have not traditionally used libraries.

## Strategic Focus

- Promote library resources and services in the context of how they help individuals reach their goals.
- Differentiate library resources and services from competitors (Internet and book superstores).
- Portray library resources and services as relevant to individuals and communities.

## Target Audiences

- Households with school age children (Adults 25-54 with at least one child in the house).
- Library staff.
- Influencers, such as policy, funding and community decision makers, and teachers.

# Washington State Libraries Marketing Initiative Baseline Attitude & Usage Study



# Purpose & Objectives

The purpose of this study is to:

- Identify existing attitudes, perceptions and usage of Washington State Libraries and their services.
- The objective is to create a baseline of intelligence for future measurement in order to determine shifts in these measures and gauge the effectiveness of the library marketing initiative.

## Methodology

Technique: Telephone interviews – random digit dial

Participants: 201 Washington State residents

Criteria:

- ↯ Households with children to age 18 living at home
- ↯ Representative of state's demographics
- ↯ Not employed within the library system

Interview Length: Approximately 11 minutes

Statistical Reliability: At the 95% confidence level, a sample of 200 is reliable within  $\pm 7.1\%$  points

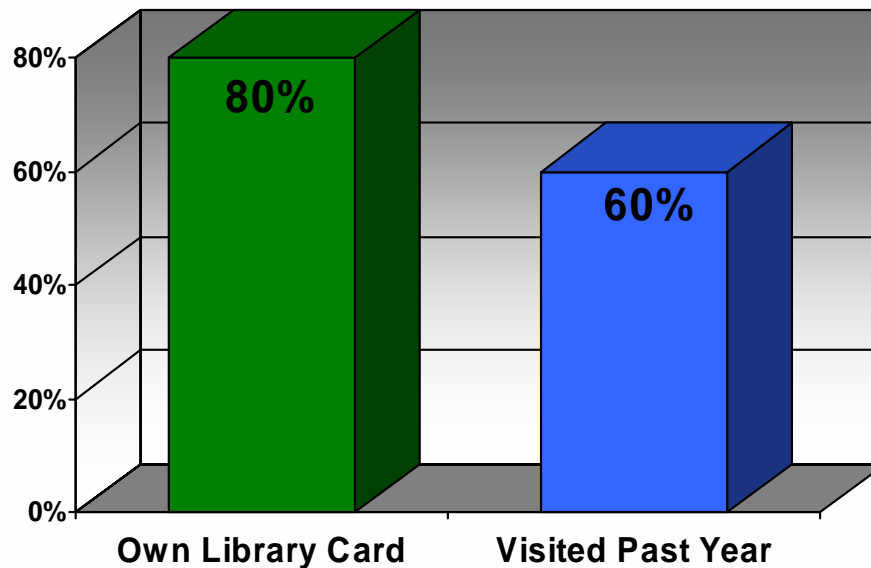
# Library Usage





## Majority are Library Patrons and Card Owners

- The majority of the target group owns a library card (80%).
- More than half of the target group visited a library in the past year (60%) either personally or online.



Q1. Do you own a library card? Base: 201

Q3. Have you visited a library or used library services on the Internet in the past year? Base: 201



## Library Services Used

- Borrowing items is the largest service used during personal visits, while about 2/3 consult a librarian. Approximately 1/3 connect to the Internet and utilize children's activities and programs.
- Online visits are primarily to access the computer catalog – with less librarian contact.

### Services Used During Visit

Borrow books	89%
Consult librarian	68
Borrow CDs, videos, software	52
Use reference materials	47
Read newspapers/mags	43
Connect to Internet	36
Children's activity/program	35
Attend program/event/workshop	25

### Services Used Online

Used computer catalog	90%
Renewed books online	49
Used other webpage resources	44
Consulted librarian online	24

Q5. When you visited a library in the past year, which of the following services did you use? (AIDED) Base: 120 – those who visited

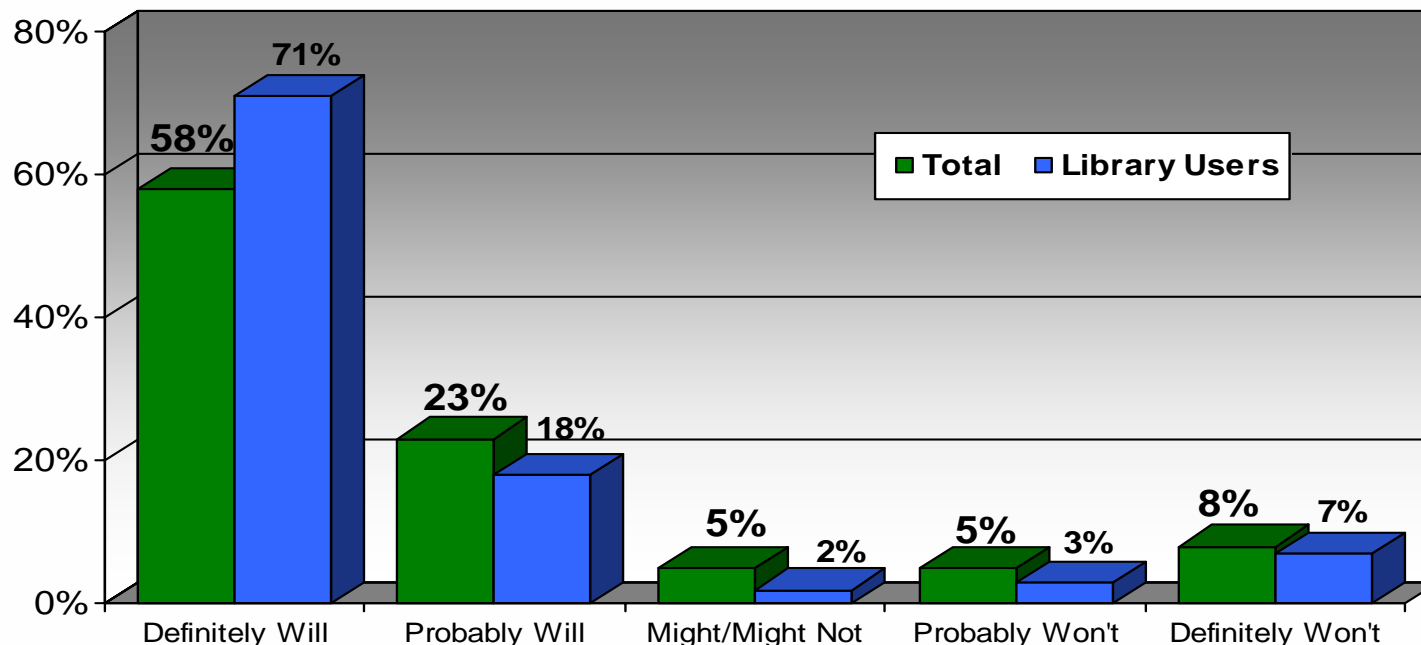
Q9. When you've gone online to use the library during the past year, which of the following services did you use? (AIDED) Base: 70



## Likelihood to Personally Visit Library Next 6 Months

- The majority intend to visit the library in the next 6 months, especially those currently using the library. The 'net' intention to visit is high, ranging from 81% to 89% of the target.

**How likely are you to personally visit a library in the next 6 months?**

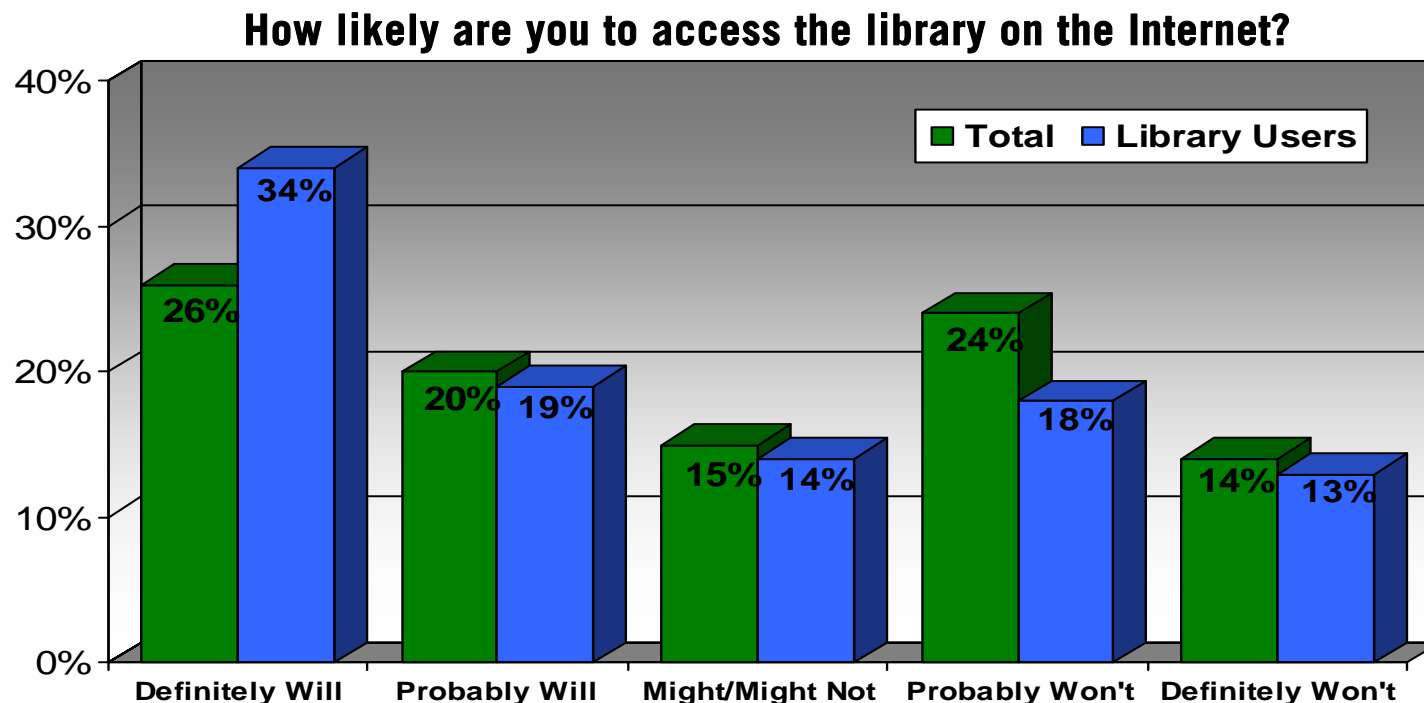


Q22. How likely are you to personally visit a library in the next six months? Would you say you... (AIDED) Base: 201



## Likelihood to Access Library Online Next 6 Months

- Even though approximately half of the target intends to access the library via the Internet in the next months, there is significant potential for growth since the vast majority have access to computers.



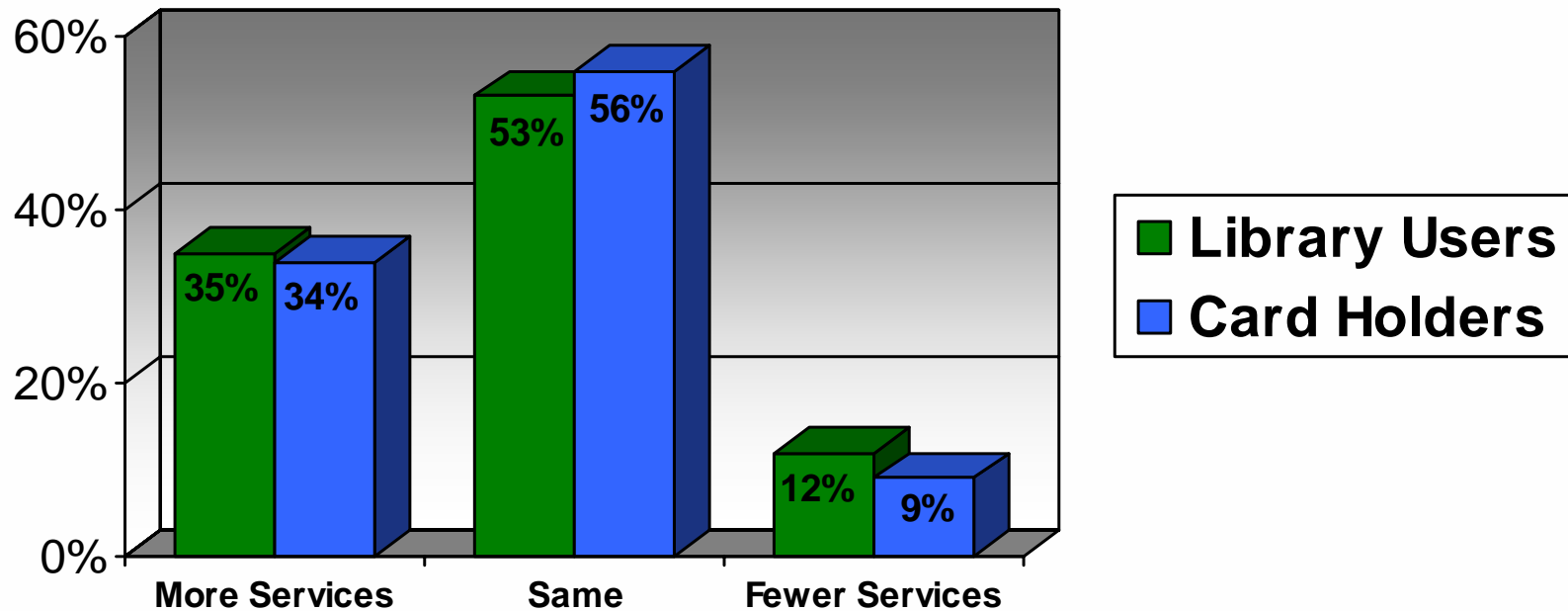
Q23. How likely are you to access the library on the Internet in the next six months? Would you say you... (AIDED) Base: 201



## Level of Library Services Used vs. Past Year

- More than half used the same number of library services in the past year, while about one-third used more services.

Level of library services used this year vs. past year



Q10. Thinking about library services used this past year compared to the previous year, would you say you've used... More types of library services, The same number of library services, or fewer types of library services? User base: 120

# Perceptions and Attitudes about Libraries



## Top of Mind Perception

- People perceive the library as a positive place with a variety of services, and as a source for more than books, but also for knowledge and information.

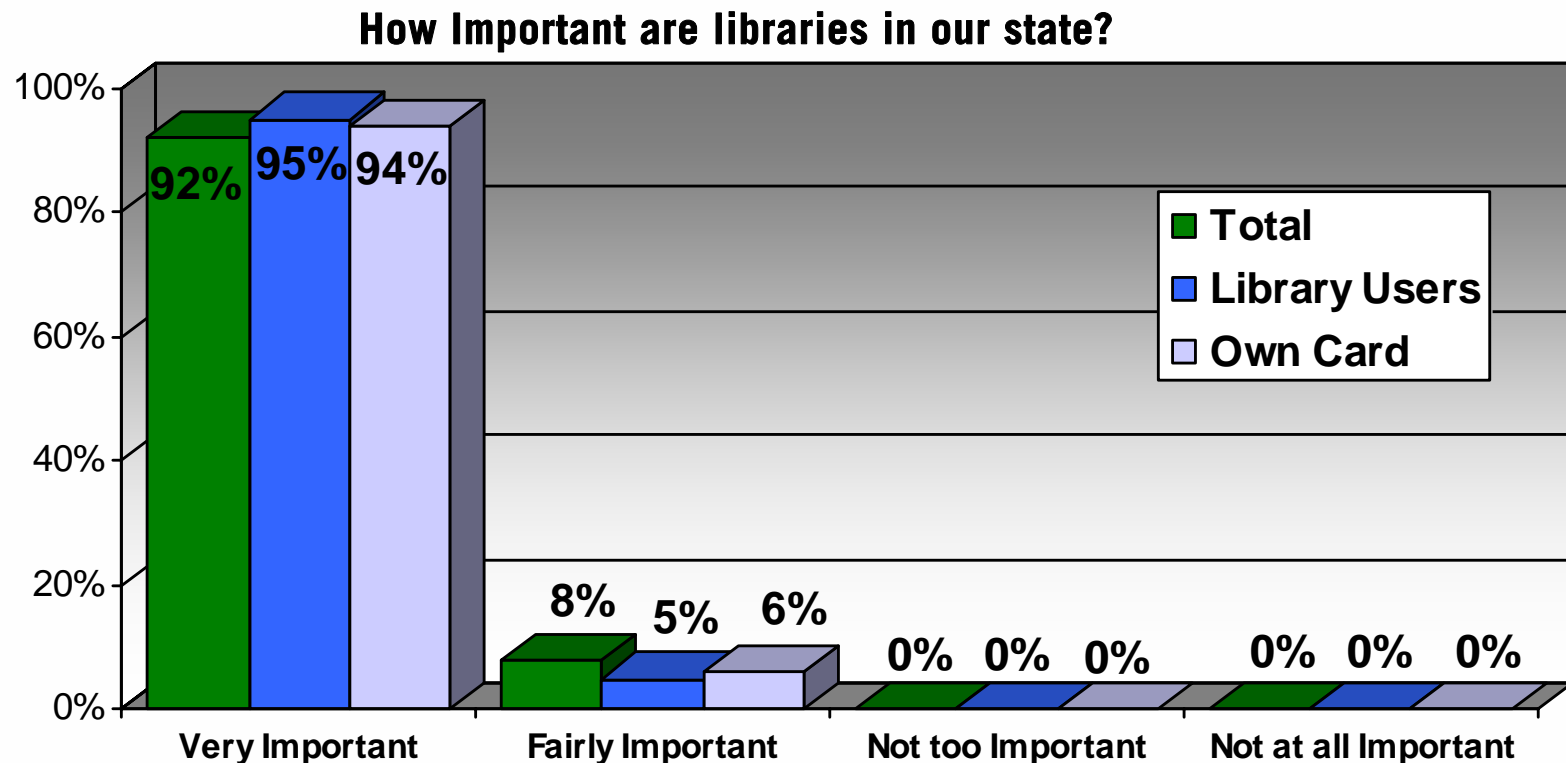
<u>LIBRARY DESCRIPTION</u>	<u>OVERALL</u>	<u>LIBRARY USERS</u>
Place to get/borrow books	44%	49%
Resource center/get information	43	42
Building/place full of books	34	29
Has videos/DVDs, music CDs to borrow	24	26
Has computers/use Internet	23	26
Place to learn/educational/knowledge	15	14
Free to use	14	17
Good for children	9	8
Provides entertainment/for pleasure	8	4
Has magazines/newspapers	6	9

Q2. Imagine that someone was totally unfamiliar with what a library is and does – they'd never heard of it. How would you describe the library to them? (UNAIDED) Base: 201; Users: 120



## High Perceived Importance of Libraries

➤ People view libraries as very important – even those who do not own a library card or visit the library.



Q13. Overall, how important are libraries in our state? Are they.. (AIDED)? Overall base: 201; User base: 120





## Services Most Valuable to Community

- Whether they use these services or not, people value most the ability to borrow books and find information.
- In addition, they view consulting a librarian and children's activities as very valuable to the community.

<b><u>SERVICE</u></b>	<b><u>OVERALL AVERAGE RATING</u></b>	<b><u>CARD HOLDER AVERAGE RATING</u></b>
Borrow books	4.7	4.9
Search for materials using computer catalog	4.3	4.4
Use of reference materials	4.3	4.2
Consult librarian at library	4.2	4.3
Children's activities or programs	4.2	4.2

Q11. Thinking of the services that libraries provide, how valuable are they to the community? We'll use a rating scale of 1 to 5, where 1 means 'not at all valuable' and 5 means 'extremely valuable'. (AIDED) Overall base: 201; Card holder base: 160



## Services Valued by Community, con't

➤ Classes, workshops and programs are not perceived as highly valuable – this may be due to lack of awareness and availability.

<b><u>SERVICE</u></b>	<b><u>OVERALL AVE. RATING</u></b>	<b><u>CARD HOLDER AVE. RATING</u></b>
<b>Connect to the Internet</b>	<b>3.9</b>	<b>3.9</b>
<b>Borrow CDs, videos, or computer software</b>	<b>3.9</b>	<b>3.9</b>
<b>Renew book loans online</b>	<b>3.8</b>	<b>3.9</b>
<b>Consult librarian by phone or e-mail</b>	<b>3.6</b>	<b>3.7</b>
<b>Use other resources on library webpage</b>	<b>3.6</b>	<b>3.7</b>
<b>Read newspapers/magazines</b>	<b>3.5</b>	<b>3.5</b>
<b>Hear a speaker or attend special program/event</b>	<b>3.4</b>	<b>3.4</b>
<b>Take a class or workshop</b>	<b>3.4</b>	<b>3.4</b>

*Q11. Thinking of the services that libraries provide, how valuable are they to the community? We'll use a rating scale of 1 to 5, where 1 means 'not at all valuable' and 5 means 'extremely valuable'. (AIDED) Overall base: 201; Card holder base: 120*



## Access to Knowledge has Greatest Appeal

➤ People see libraries as much more than simply books and materials. What is most appealing is the less tangible – availability and access to knowledge. This is an important aspirational link that can lead to an emotional connection.

<b><u>MOST APPEALING</u></b>	<b><u>OVERALL</u></b>	<b><u>LIBRARY USERS</u></b>
<b>Access to <u>information/knowledge</u></b>	<b>45%</b>	<b>49%</b>
<b>Access to books/literature</b>	<b>32</b>	<b>36</b>
<b>A wide variety of resources</b>	<b>24</b>	<b>24</b>
<b>Free/affordable</b>	<b>19</b>	<b>21</b>
<b>Available to everyone/equality</b>	<b>10</b>	<b>8</b>
<b>An important community resource</b>	<b>6</b>	<b>8</b>
<b>Children's programs/child friendly</b>	<b>3</b>	<b>3</b>
<b>Atmosphere/quiet</b>	<b>3</b>	<b>4</b>
<b>Helps encourage reading</b>	<b>2</b>	<b>3</b>
<b>Access to computers</b>	<b>1</b>	<b>1</b>

Q14. What is most appealing to you about libraries? (UNAIDED – all responses recorded) Overall base: 201; User base:120



## Least Appealing: Limited Hours

➤ While people are most concerned about limited library operating hours, one-third lists no unappealing elements about the libraries. This is consistent with the high perceived value and importance of libraries.

<b><u>LEAST APPEALING</u></b>	<b><u>OVERALL</u></b>	<b><u>LIBRARY USERS</u></b>
Limited hours	15%	18%
Doesn't have what I need	7	8
Location/access/parking	5	3
Hard to find books/not user friendly	4	4
Just don't think of it	4	3
Uncensored Internet access	4	4
Homeless people	2	3
Too quiet	2	3
Other*	23	13
None/Don't Know	35	33

\*Other includes: crowded, not relevant to me, late fees, stuffy, under-funded, noisy, too few computers)

Q15. What do you like least about libraries? (UNAIDED – all responses recorded) Overall base: 201; User base: 120



# Characteristics that Describe Libraries

<b><u>CHARACTERISTIC</u></b>	<b><u>DESCRIBES VERY WELL</u></b>
Free/affordable	88%
Valuable	84
Something for everyone	73
Helpful	69
Safe	55
Welcoming and friendly	55
Accessible	49
Easy to use	47
Sense of community	44
Comfortable	44
Convenient	41
An appealing environment	41
Up-to-date technology	40
Fun	38
Entertaining	30
Innovative and progressive	27

- People strongly believe that libraries provide high value as well as being 'free/affordable'.
- They don't, however, perceive libraries as necessarily being convenient, providing an appealing environment, or being innovative and progressive.

*Q19 Please tell me how well each of the following characteristics describes libraries. We'll use a rating scale where 1 means 'it does not describe libraries at all' and 5 means 'it describes libraries very well.' (AIDED) Base: 201*



# Library Characteristics vs. Perceived Importance

<b>CHARACTERISTIC</b>	<b>DESCRIBES VERY WELL</b>	<b>IMPORTANCE 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> CHOICE</b>
<b>Free/affordable</b>	<b>88%</b>	<b>40%</b>
<b>Valuable</b>	<b>84</b>	<b>15</b>
<b>Something for everyone</b>	<b>73</b>	<b>28</b>
<b>Helpful</b>	<b>69</b>	<b>28</b>
<b>Safe</b>	<b>55</b>	<b>21</b>
<b>Welcoming and friendly</b>	<b>55</b>	<b>6</b>
<b>Accessible</b>	<b>49</b>	<b>36</b>
<b>Easy to use</b>	<b>47</b>	<b>20</b>
<b>Sense of community</b>	<b>44</b>	<b>11</b>
<b>Comfortable</b>	<b>44</b>	<b>13</b>
<b>Convenient</b>	<b>41</b>	<b>33</b>
<b>An appealing environment</b>	<b>41</b>	<b>5</b>
<b>Up-to-date technology</b>	<b>40</b>	<b>18</b>
<b>Fun</b>	<b>38</b>	<b>11</b>
<b>Entertaining</b>	<b>30</b>	<b>5</b>
<b>Innovative and progressive</b>	<b>27</b>	<b>8</b>

- Approximately one-third view accessibility and convenience as important, yet less than half believe those characteristics describe libraries.
- Awareness of online access may help close this gap.

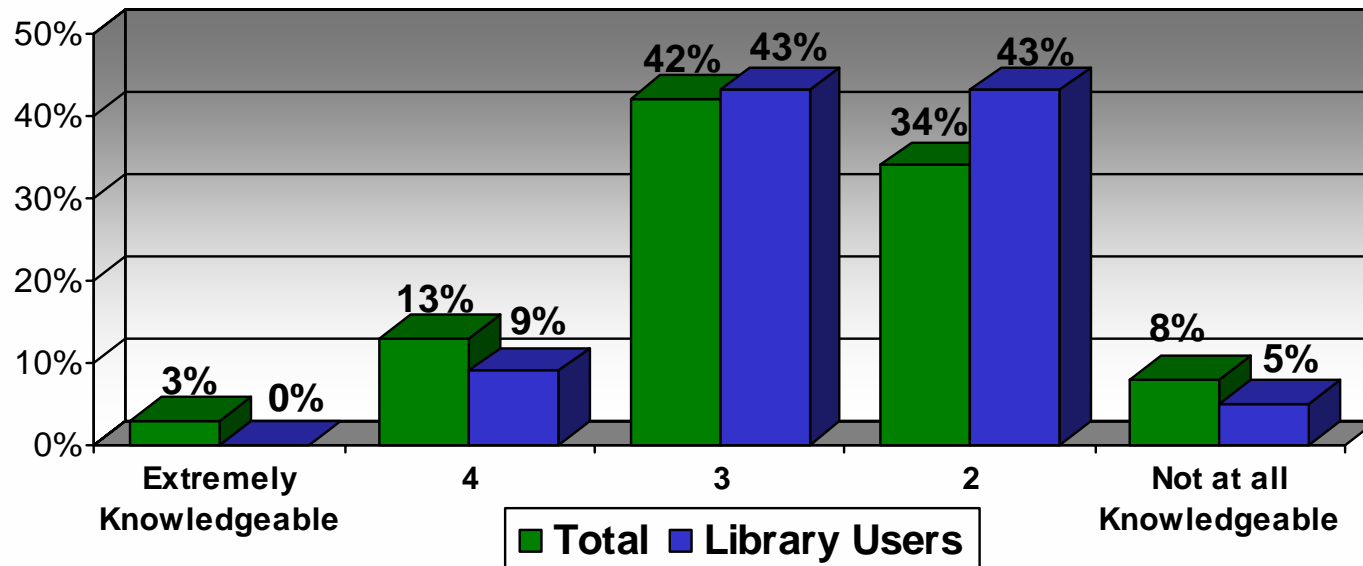
Q20. What three of those library characteristics are most important to you? (AIDED) Base: 201



## Perceived Knowledge about Libraries

- While people highly value libraries, they do not believe they are knowledgeable about all the available services. This is true even for those who currently use libraries. There is significant opportunity to educate about the variety of library offerings and benefits in order to strengthen loyalty, repeat use, and support.

### How knowledgeable are you about available library services?



Q24. Overall, how knowledgeable do you feel you are about all the library services that are available? On a scale from 1 to 5, with 1 being 'not at all knowledgeable' and 5 being 'extremely knowledgeable', how would you rate your knowledge level about library services? Base: 201; 120

# Conclusions & Implications





## Conclusions – Visits & Usage

- The majority of the target group owns a library card (80%), and 68% of library card owners visited a library either in person or online in the past year.
- 94% of the target has access to the Internet, and of those, 60% have visited libraries an average of 22.2 times in the past year, and they visited online an average of 19.0 times.

## Conclusions – Attitudes & Perceptions

- People perceive libraries as much more than simply books and materials. What is most appealing is the less tangible – the availability and access to knowledge and information.
- Whether they use library services or not, people value most the ability to borrow books, to find information, and to consult the librarian. They also view children's activities as very valuable to the community.
- While one-third list 'accessibility' and 'convenience' as important library characteristics, they don't necessarily believe libraries deliver on those features. While it may not be possible to increase hours of operation, it IS possible to access the libraries 24/7 via the Internet. (94% have Internet access.)
- While people place a high value on libraries, they do not believe they are very knowledgeable about all the available services. This is true even for those who currently use libraries.

## Marketing Implications

- Attitudes and perceptions are very similar among the overall target and library card holders and patrons. Therefore, consistent messaging can be effective for both current and potential library users.
- People value the library system as a source of knowledge and information. This positive perception is broader than seeing libraries simply as repositories of books. It connects with people's desire to learn and grow their minds. Messaging must reflect this level of thought and aspiration.
- Since people do not view themselves as very knowledgeable about the services that libraries offer, there is significant opportunity to educate them about the variety of library offerings and benefits in order to strengthen loyalty, repeat use, and support.

## Marketing Implications

- There is great potential to capitalize on Internet access to libraries. While this should not be the primary message, it is important to make people aware of the library's online availability and to make it simple to use. This access addresses 3 key issues:
  - Limited hours of operation – Internet is accessible 24/7
  - Desire for large selection of materials – materials at all libraries can be accessed vs. being limited to those at a nearby library
  - Lack of knowledge about library services – Internet offers a timely and cost efficient means of educating patrons about library offerings and benefits.
- The target is not currently aware of a concise, benefit-oriented message regarding libraries. It is important that the WSL campaign is relevant and compelling in order to maximize effectiveness and use of limited resources.

# The Library Brand

**Unlocking potential**



## Benefits of a Strong Library Brand

- Facilitates loyalty, repeat patronage, positive word-of-mouth, and allegiance.
- Aids in the event of crisis, be it funding, political or public perception.
- Strengthens employee cohesion and helps with recruiting.
- Acts as a foundation as libraries evolve in terms of services and offerings.
- Each touch point moves the library identity and message forward.

## Competition, Uniqueness and Opportunity

- The pervasiveness of the Internet, and the broad appeal of book superstores, have not diminished the “value” rating of libraries.
- However, libraries are losing the battle for public mindshare as desirable outlets for information, knowledge and entertainment.
- Libraries’ unique attributes serve individuals, communities and society in unique and compelling ways.

## Brand Positioning and Value Statement

- Libraries connect people with knowledge, and provide the opportunity for all residents to access information, services and resources that further their self-determination, goals and interests.
- Libraries stand alone in their ability to serve the needs of all residents by providing equal access to a broad scope information, services and resources without a transaction cost, and with the help of uniquely qualified personnel.



# Brand Personality

## Library Attributes:

- ⌵ Welcoming
- ⌵ Friendly
- ⌵ Comfortable
- ⌵ Accessible
- ⌵ Safe
- ⌵ Appealing
- ⌵ Convenient

## Communication Manner:

- ⌵ Aspirational
- ⌵ Unexpected
- ⌵ Fun
- ⌵ Unique
- ⌵ Relevant
- ⌵ Inspirational
- ⌵ Knowledgeable



## Key Messages

- Libraries are exciting places filled with opportunity and possibility. Everyone can find reliable information, services and much more at their fingertips...all at the library.
- Libraries are unique in this information age. Information on nearly anything can be accessed in person and also online, with the help of librarians who can quickly help patrons zero-in on what they need.
- Libraries are special assets in each of their communities. Not only do they provide us with important information services but they act to “anchor” communities while providing a great value for us all as taxpayers.

# Media

**Making an impact – driving awareness**



## Media Objectives and Strategies

Increase library awareness across the State of Washington.

Define and prioritize target audience segments.

Integrate with PR, events and local library activities.

- Broad reach and consistency.
- Campaign focus - WSL Radio Network.
- Invest in local papers that carry local and family editorial.
- Test online opportunities statewide and locally.

## Target Audience Media Usage

- Heavy users of Magazines
- Heavy users of the Internet
- Moderate users of Newspapers
- Moderate users of Radio
- Moderate users of Outdoor
- Light users of Television

***MRI Research Report***



## Target Audience Geography

Adults 25-49 with one child under 18 in the household:

➤ Seattle	565,630
➤ Spokane	121,100
➤ Tri-cities	53,482
➤ Yakima	28,424

Using the four metros extends media coverage across the entire state.

## Media Mix

### **Radio:**

Largest reach; flexibility.

### **Print:**

Most important source of information.

### **Online:**

Recommend testing based on research.

# Radio

Stations selected based on three criteria:

- Ranking against target market.
- Cost per point as measured by proposal.
- Subjective analysis of value-add offers mapped to WSL goals.



## Newspapers

- Reach as many households as possible in suburban markets.
- Combination of daily and community newspapers.
- 1/4 page ads provide strong visibility.
- Additional small space ads provide placement at least once a month in Seattle suburbs.

## Magazines

- Magazine advertising puts message in “environment of authority”.
- Potential for message enhancement through valued editorial.
- Focus on families – Seattle’s Child, Puget Sound Parent, NW Parent Publishing Summer Learning Supplement, MNI Family Network – selective binding for WA State.

## Online

- Majority of placements given as value-added bonus by radio stations.
  - Links, logo listing, banners varied per radio station on schedule
  - Local Listings
- Web-link discount for KPLU Seattle.
- E-mail blast to Eastern Washington audiences not covered by magazine tactics.
  - Compiled list of parents. Opt-in sourced through Time, Inc.

## Media Schedule

**September:** Launch in crucial back-to-school timeframe.

**October-December:** Dark to avoid election, Olympic and holiday period.

**January-March:** Burst of paid media.

**April-June:** Stagger for month on, month off.

### **Schedule allows:**

- Consistent message delivery.
- Plan review and results mid-way.
- Fine tune and adjust schedule for better cost efficiencies.



# Public Relations

**Enhancing perceptions – building esteem**



## Public Relations Objectives

- Generate awareness and build brand esteem for the libraries of Washington State across the general public.
- Tactics will focus on promoting the desired perceptions and actions among library stakeholders and influencers.

## Public Relations Strategy

- **Media Relations:** Creation of a press kit writing and distribution of press releases, story development, media pitches and follow up.
- **Promotions:** As non-profit entities, the libraries of Washington State are in a unique position to engage cross promotional partners.
- **Community and Influencer Events:** Build favorable opinions within library communities.
- **Tracking and Reporting:** Through the clipping service, we will be able to analyze the advertising equivalent of any editorial coverage.

## Tactic: Celebrate Libraries!

### Campaign Kick Off Event:

- To create immediate impact and generate statewide awareness, a news conference featuring the likes of Sam Reed will announce the year-long campaign celebrating the libraries of Washington State. Held in Olympia, this news conference should get statewide attention with most of the state's media outlets represented there.
- This event will establish immediate awareness and credibility for libraries, and will be used to introduce the campaign theme and key library messages.



## Tactic: Leverage Third Party Credibility

- **The company that you keep:** Securing a spokesperson or multiple spokespeople is an important aspect in campaign efforts to create and maintain a positive public perception for libraries.
- **To date, the campaign has secured:**
  - ⌵ Susan Hutchison – former KIRO TV News anchor
  - ⌵ Patti Payne – former KIRO Radio anchor and reporter
- **A spokesperson with strong community ties and visibility will be sought for east of the mountains.**



## Tactic: Maintain Momentum

### The WSL Media Center:

- Consistent coverage and great stories statewide will maintain the library message.
- Focus on both general interest topics and editorial board “Inside the Library” stories in each library community.
  - ⌞ The 21<sup>st</sup> century librarian
  - ⌞ Online membership services
  - ⌞ “Quiet vs. exploring”
  - ⌞ Multi-cultural needs served
  - ⌞ Special librarian features
  - ⌞ Seattle Library goes hi-tech
  - ⌞ Local teen succeeds
  - ⌞ Local read-a-thon winners



## Tactic: Reinforce Library Loyalty

### The Library Loyalty and Incentive program:

- Create a library “stamp card” through a promotional partner (Val-Pak)
- Individual libraries would rubber stamp library patron cards.
- Filled cards receive an incentive gift from a cross-promotional partner.
  - ⌵ Comic books – VIZ, [www.viz.com](http://www.viz.com)
  - ⌵ Burger King coupons

## Tactic: Extend Reach through Association

### Promotional and Community Partnerships:

- **Restaurants:** Taco Time, Dairy Queen, Burger King, Starbucks
- **Family Brands:** Seattle Center, Riverfront Park, Puyallup Fair
- **Consumer Goods:** Costco, Fred Meyer, QFC, Safeway, Tree Top
- **Media:** Val-Pak
- **Tech:** Washington Software Association, Real Networks
- **Sports:** Seahawks, Sonics, Mariners, Storm, Sounders, Rainiers
- **Community/Non-Profit:** Communities in Schools of Washington, Little League of Washington

## Tactic: Extend Community Connections through Events

- **The Library Love Bug:** Energizing wrapped “love bugs” featuring the things you find and see at the library give kids of all ages a whole new perspective on the library.
- **The Library Adventure:** A speakers bureau featuring astronauts, test pilots, mountain climbers and other “adventurous” careers will visit schools, businesses, etc. throughout the year.
- **“POP” to the Library:** Engage radio stations in the campaign with live remotes from library communities. Coordinate with summer reading promotion.



# Creative

**Bringing the Library brand to life.**



# What is a Creative Concept?

Concepts are:

- Campaign Messaging
- Personality
- Overall idea

Concepts are NOT:

- Ad layouts
- Final photos
- Final fonts or colors



## Creative Concepts

- Communicate the ideas, messages, imagery and personality of the campaign.
- Reinforce the library brand platform.
- Create value for all libraries of Washington State.
- Resonate with the target audience.
- Selected concept will be carried across all communications - print advertising, radio, PR and the toolkit.

